

CITY DIRECTORY.

List of the Officers of the Municipal Government of Salt Lake City. The municipal government of Salt Lake city is vested in a city council composed of a mayor and fifteen councilors...

I Am Pretty well satisfied that CLAIRETTE SOAP is the BEST LAUNDRY SOAP in the world. Includes illustration of a woman and a soap box.

The State Bank of Utah. Capital, Fully Paid, \$500,000. Surplus, \$50,000. Includes list of directors and general banking business information.

Deseret National Bank, SALT LAKE CITY, UTAH. PAID IN CAPITAL, \$300,000.00. SURPLUS, \$300,000.00. Includes list of directors.

Charter Oak Stoves. Said a critical tramp, "I would say crusts of bread often come in my way. But they're tough now no more where the wire gauze door gives the air in the oven full play..."

WELLS, FARGO & CO.'S BANK, Salt Lake City, Utah. GET IT! DO YOU WANT TO KEEP POSTED ON CURRENT EVENTS, POLITICS, FINANCE, COMMERCE, REAL ESTATE, MINING, LITERATURE? IF SO, subscribe for the paper which will supply these wants.

American National Bank, OF SALT LAKE CITY. Capital \$250,000. Surplus, \$50,000. Organized October, 1890. Includes list of directors and general banking business information.

SPENCER CLAWSON & CO. WHOLESALE DRY GOODS BROADWAY. Includes illustration of a storefront.

Children Cry for Pitcher's Castoria. When baby was sick, we gave her Castoria. When she was a child, she cried for Castoria. When she became Miss, she clung to Castoria. When she had children, she gave them Castoria.

EVERY SUCCESSFUL MERCHANT IN THIS CITY

Or any City, or Suburban Village, who gives his affairs constant care and vigorous personal attention knows that there is no one thing under the sun that will so materially assist him in procuring intelligent and satisfactory purchasers of his wares as the means to be employed through the instrumentality of

ADVERTISING.

The first thing that such a careful, discerning, intelligent and consequently successful tradesman will do is, NOT to seek for the paper that will agree to make known his wants for the least money, nor will he necessarily patronize the journal claiming the largest clientage and demanding the greatest compensation...

FAMILY NEWSPAPER.

THE HERALD is indisputably and preeminently a Family Newspaper, filling the wants and satisfying the desires of every member of the household—and such a one as prudent, sagacious and enterprising merchants invariably select.

The Herald Is the Paper for the Masses!